

《外贸英语》

图书基本信息

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内容概要

《外贸英语》为高等职业教育经济管理类专业规划教材。《外贸英语》按照“任务驱动，项目导向”教学模式的要求，注重学习与实际工作的一致性，以真实工作过程为依据，整合、序化了相关理论、技能和实训等内容，将外贸工作分成了由浅入深、前后连贯的12个学习性工作任务和一个实训项目。

《外贸英语》编写体例包括导入、知识准备、技能训练、实训、语言库以及自我检测。《外贸英语》任务设计灵活多样、不拘一格。合理又灵活的任务设计确保了以学生为中心的教学理念的实施。学生在完成任务的过程中，通过各种各样的语言活动，自主的发现式进行学习，实现“在做中学”。在此基础上，《外贸英语》设置了实训项目，模拟整个外贸流程进行实际操作。

《外贸英语》可作为高职高专院校国际贸易、外贸英语、商务英语、国际商务等专业的教材，也可作为各相关企业在岗人员、各种外贸培训班学员及外贸英语自学人员学习使用。

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